

METHOD AND SYSTEM OF PROVIDING LOCATION SENSITIVE BUSINESS INFORMATION TO CUSTOMERS

Abstract

A multi-modal system and method for providing automated directory assistance that can be personalized, and provide current information and promotions from a variety of businesses customers in need of goods and services that can be location sensitive. The multi-modal system can contain a database where business information can be categorized using parameters such as location sensitivity to make dialogs between customers and the system more efficient and valuable. Search results can be presented to customers using algorithms that prioritize the results using weighting schemes based on factors comprising for example proximity, relevancy, location, availability of promotions, and accessibility, and that randomize the prioritized results. The system abstracts the interface to this contact point, allowing businesses and customers to use different types of communication devices, including voice, messaging, web, and wap. Electronic marketing systems such as embedded customer relationship management,

e-coupons, e-notifications, and location based services can also be included.